



**Date:** February 11, 2005  
**To:** Gerald R. Miller, City Manager  
**From:** Katherine Parsons, Public Information Officer  
**For:** Mayor and Members of the City Council  
**Subject:** Weekly Update Ending February 11, 2005

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The following weekly update highlighting various activities for the week ending February 11, 2005 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

### **MAJOR WEEKLY HIGHLIGHTS**

#### **Correction**

In a previous *City Report*, it was reported that Chief Batts, Deputy Chief Jackman, Fire Chief Ellis and other representatives from the Police Department traveled to Israel. The trip, hosted by the Jewish Defense League, provided Department representatives a first hand look at their methods of emergency response to terrorist attacks. The visit to Israel was actually coordinated by the Anti-Defamation League.

#### **City Manager**

The Youth and Gang Violence Prevention Task Force (Task Force) had a leadership retreat with the Chair and Vice Chair of the Task Force as well as key city staff and Task Force leaders on February 5. The purpose of the retreat was to link Action Team Strategies into a unified plan; gain clarity about outcomes and objectives; develop and clarify governance procedures; co-develop agreed upon principles and assumptions; and identify strategies for sustaining the momentum of the initiative. It was agreed that the ultimate outcome being sought is the reduction of youth and gang violence, evidenced through the reduction in crime and a perception in the community that the city is safer. Each Action Team identified specific action items to focus on. For example, the Media Action Team hopes to develop a logo and slogan. The Team will work with various forms of the media.

### **UPCOMING EVENTS AND PROJECTS**

#### **Health and Human Services, Youth Health Education Division**

Staff will host the Annual National Condom Awareness Day Celebration on **Saturday, February 12**. This annual event raises awareness among adolescents about condom use, reproductive health, and free or low-cost prevention resources available to adolescents in the Long Beach area.

### **UPCOMING EVENTS AND PROJECTS (continued)**

#### **Public Works Department, Traffic & Transportation**

A portion of Lakewood Boulevard, from Conant Street to Carson Street, will be closed from **Monday, February 14 through Friday, February 18** to allow for the demolition of the pedestrian crossing bridge, which connects Boeing properties on both sides of Lakewood Boulevard. The street will reopen Saturday, February 19. The demolition is part of an ongoing project to prepare the site for Boeing Realty Corporation's new mixed-use community, Douglas Park.

#### **Health and Human Services**

As part of the development of the Community Development Block Grant Action Plan, the Board of Health and Human Services, in conjunction with the Homeless Services Advisory Committee and Community Development Advisory Commission, will hold a public forum to receive input from the community on the emergency shelter, homeless services and social services needs in Long Beach. The public hearing will be held on **Wednesday, February 16** at 6:00 p.m., in the Council Chamber.

#### **Parks, Recreation and Marine, Community Recreation Programs Bureau**

**On February 18, 6:00 p.m.**, in celebration of African American History month, an event will be held at Martin Luther King, Jr. Park's social hall to introduce the community to the Community Band Project. Local and professional musicians and artists will share the history and contributions that African Americans have made in the music industry, specifically the instrumental aspect of music. Youth will be encouraged to learn how to play instruments and to participate in the Central Area Community Band.

### **AWARDS**

#### **Public Works, Environmental Services Bureau**

Through a nomination by the Bureau, Keep California Beautiful has named Justin Rudd, founder of the 30-minute Beach Clean-up, as volunteer of the year for his ongoing efforts to promote a safe and clean Long Beach. This prestigious award was presented to Mr. Rudd in Sacramento on February 9.

#### **Parks, Recreation and Marine, Community Recreation Programs Bureau**

On February 8, two Adaptive Recreation participants, David Saunders and Debra Cox, were recognized, along with their non-disabled peers, at the annual Century Club banquet. These two athletes are involved in many Adaptive Recreation activities and compete in the Long Beach Special Olympics.

### **PUBLIC SAFETY**

#### **Police Department**

Citywide, police officers responded to 818 priority one, 1,733 priority two and 12,266 priority three calls for service, for a total of 13,875 calls. Police officers made 607 arrests, issued 1,066 citations and conducted 117 field interviews.

## **PUBLIC SAFETY (continued)**

### **Police Department**

In response to ongoing criminal activity and quality of life issues at 14th Street Park, the West Division coordinated a Task Force to focus on enforcement in and around the park. The operation resulted in six felony and 55 misdemeanor arrests, 17 traffic and 43 parking citations, and five vehicle impounds. Officers conducted 34 field interviews and seized one gun.

### **Fire**

Staff responded to a total of 1,454 emergency calls for service: 108 calls for fires, of which 23 involved structures; and 739 emergency medical calls, of which 499 required paramedics.

On February 6, Rescue Boat 1 (RB1) and 2 (RB2) assisted the Orange County Sheriff Department and the Orange County Fire Department paramedics at a boat crash involving four victims at the west jetty of Anaheim Bay. This incident demonstrates how Fire works with neighboring agencies and jurisdictions.

### **Health and Human Services, Preventive Health Bureau**

February 7 was designated National Black HIV/AIDS Information Day by the Centers of Disease Control and Prevention, and staff hosted a health fair at the Health Department. HIV/AIDS counseling and testing was provided, as well as food and prizes. The national event raises awareness about HIV/AIDS prevention among the Black population and helps to mobilize the community and promote testing.

## **NEIGHBORHOODS**

### **Community Development, Neighborhood Services Bureau**

Over 200 residents in St. Mary's Neighborhood Improvement Strategy (NIS) area attended a community fair on February 5. The fair launched a neighborhood code enforcement effort focusing on the NIS area's west end. The fair was held at the New City School located at 12<sup>th</sup> and Pine Avenue.

### **Community Development, Neighborhood Services/Redevelopment Bureau**

The newest North Long Beach Redevelopment Neighborhood Enhancement Area (NEA), Jordan High School NEA, opened February 1. Jordan High School NEA boundaries are Artesia to Harding between the Los Angeles River and Walnut. As part of the program, Jordan High School area homeowners can apply for the Home Improvement Rebate Program, which offers up to \$2,000 reimbursed for exterior front property improvements, the Home Security Lock, which offers up to \$300 voucher for deadbolt lock installation, and Home Security Lighting Programs, which offers up to \$500 reimbursed for exterior lighting installation. These offers are valid until August 1, 2005.

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### **NEIGHBORHOODS (continued)**

#### **Community Development, Neighborhood Services/Redevelopment Bureau Jordan High School NEA (continued)**

Since March 2000, the City has reimbursed \$1.6 million dollars in Redevelopment Agency funds to 814 homeowners in the North Long Beach Redevelopment Area. For more information, contact Kathleen McCleary at (562) 570-6065 or [Kathleen\\_McCleary@longbeach.gov](mailto:Kathleen_McCleary@longbeach.gov).

#### **Parks, Recreation and Marine, Maintenance Operations Bureau**

Renovation is proceeding at Whaley Park. The interior wheelchair lift has been installed, as have new ADA-compliant exterior doors and hardware.

#### **Parks, Recreation and Marine, Planning and Development Bureau**

At Cherry Park, exterior concrete flatwork and a ramp for ADA access have been completed, and new poles and signs have been installed. At the Marine Bureau administration building, all the rough electrical and plumbing work is complete and a new concrete floor has been installed. At Rotary Centennial Park, irrigation mains and concrete mow curbs are complete. Rotary Club volunteers plan to start planting on February 12.

#### **Public Works Department, Environmental Services Bureau**

Staff has received nearly 2,000 requests for Junk Mail Reduction Kits from residents. These kits contain materials that residents may use to remove their names from mailing lists for unsolicited catalogues, brochures and coupons. For information, visit [www.longbeach-recycles.org](http://www.longbeach-recycles.org).

Staff recycled nearly 200 tons of Christmas trees following the holiday season.

A Litter Abatement and Awareness Program website has been established to post workshop results, receive additional litter abatement comments, and to keep participants and residents updated on the progress of this effort. For information visit [www.litterfreeLB.com](http://www.litterfreeLB.com).

### **ECONOMIC DEVELOPMENT**

#### **Community Development, Neighborhood Services Bureau**

At a business meeting at El Ranchito Restaurant on February 9, staff launched Phase II of the North Long Beach Business Revitalization Project, which encourages business and property owners to improve their storefronts with code enforcement inspections and \$2,000 rebates for addressing code deficiencies. Forty business and property owners met staff from Economic Development, Code Enforcement, Planning and Building, Redevelopment and the Police Department. Staff received seven Commercial Improvement Rebate Program applications at the meeting. Phase II corridors include the 4700 through 5700 blocks of Long Beach Boulevard, and Del Amo between the Los Angeles River and Atlantic. For more information, call Phillip Jennings at (562) 570-6007 or e-mail [Phillip\\_Jennings@longbeach.gov](mailto:Phillip_Jennings@longbeach.gov).

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### **SPECIAL EVENTS**

#### **Parks, Recreation and Marine, Community Enrichment Programs Bureau**

On February 8, Mural and Cultural Arts Program staff took part in Burnett Elementary School's Career Day. They gave presentations about art careers and the Mural and Cultural Arts Program to 100 elementary students. A 10-page booklet, written by Heather Green and entitled "*Murals- What are They?*" was distributed to each of the students.

#### **Parks, Recreation and Marine, Special Events and Filming Bureau**

CBS Productions, with a cast and crew of 65, filmed "CSI Miami" on February 7-9 at various locations.

Canterbury Productions, with a cast and crew of 150, filmed "Joan of Arcadia" on February 8 at 2320 E. 1<sup>st</sup> St.

Moxie, with a cast and crew of 70, shot a commercial for 7-Eleven on February 9 on a boat in the Marina.

Dominick Guillemot Photography, with a cast and crew of 15, shot stills for JC Penney on February 11 in the Marina.

### **OTHER ITEMS OF NOTE**

#### **Long Beach Energy, Gas Services Bureau**

The Gas Services Bureau completed a total of 3,226 work orders from January 30 to February 5, which included 1,188 gas service turn on orders, and 836 gas service turn off orders. The work orders also included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, verifying read orders, and 182 meter-maintenance and billing-related orders. Gas Services responded to 156 customer gas emergency calls for service and Gas Dispatch answered 777 gas emergency related telephone calls.

GRM:KP  
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